



To: The Federal Communications Commission

From: Marc B. Liebman, Superintendent

Re: CC Docket No. 02-06

Date: September 8, 2008

The Berryessa Union School District strongly supports the proposed addition of "telephone broadcast messaging" to the list of services eligible for support under the schools and libraries ("E-rate") program. This is a critical component of our use of technology to improve the education and safety of our students and to communicate better with parents.

Research (some of which I have personally conducted as part of my degree programs) has proven beyond reasonable doubt that improving communications between and among educators, students, and parents plays a vital role in improving every student's educational performance in elementary and secondary schools. Telephone broadcast messaging offers significant advantages and benefits over the less efficient means which schools have traditionally used to reach out to students and parents such as hand-delivered written notices, mailings and phone tree messages. Not only is it more efficient, it results in more responses from parents and guardians, especially with our students at risk of failure.

For example, telephone broadcast messaging is typically used as a means of contacting parents regarding absent or truant students, thereby facilitating increased classroom attendance. This also helps parents start conversations when they find out their children are not in school because we are confident that the message gets to those parents in a timely manner.

Telephone broadcast messaging can also be used to notify and inform parents of testing schedules, parent/teacher conferences, and to otherwise increase participation by parents in their children's education....again a critical component in student success in school.

A further and significant benefit of telephone broadcast messaging is that it can provide an important and immediate emergency response resource in the event of weather-related events, health or other civil emergencies, or other incidents that require schools to lock down or transfer students to safe locations.

In enacting the E-rate program in 1996, Congress recognized that many schools and libraries have limited resources that constrain their access to emerging technologies that can enhance and support their educational mission. Telephone broadcast messaging, which allows schools to more efficiently and effectively communicate with students and parents, is a prime example of such an emerging technology and should be included within the E-rate program's list of eligible services as soon as possible

Sincerely,

Marc B. Liebman, Ph.D.
Superintendent

BOARD OF TRUSTEES

Linda Chen

David Cohen

Francine Davis

Alkesh Desai

Rudy Nasol